



Culture



**The culture of Switzerland
and Russia: what is the
difference?**

Switzerland	Russia
individualism	collectivism and collegiality
criticism of the authorities and actions	criticism of the authorities and inaction
a personal example of parenting	method of carrot and stick
the lack of spontaneity	a high level of spontaneity
high level of quality and accuracy of work always	good job for himself and not often for employer
quality over quantity	quantity over quality
punctuality	Sorry, I'm late

Switzerland

Russia

Appearance is not a sign of social status

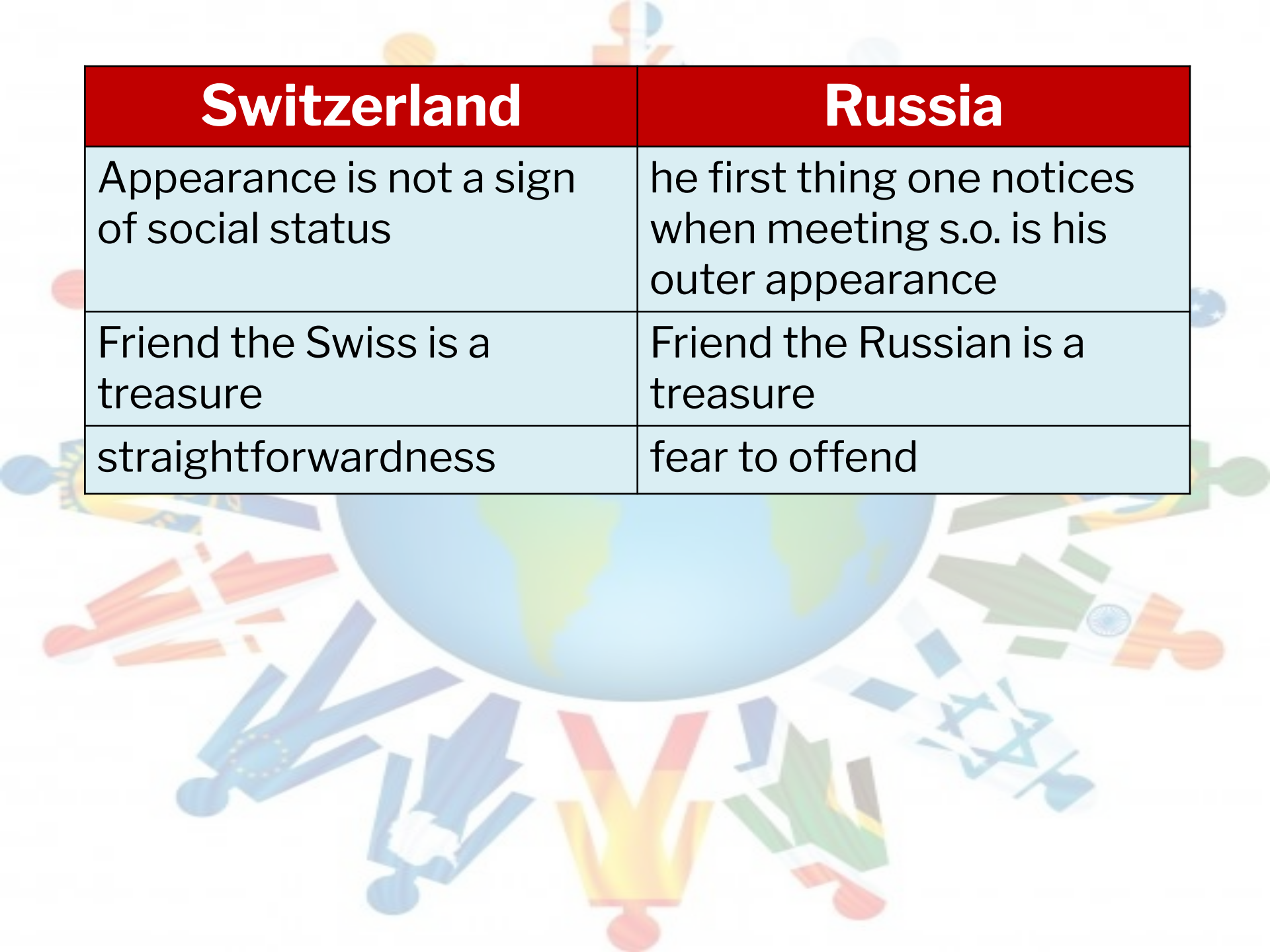
he first thing one notices when meeting s.o. is his outer appearance

Friend the Swiss is a treasure

Friend the Russian is a treasure

straightforwardness

fear to offend



Business meetings

A central globe is surrounded by a ring of stylized human figures in various colors and patterns, representing global diversity. The figures are arranged in a circle, with some holding hands or objects, symbolizing international business and communication.

1 In office or in restaurant

2 To strangers Mr. and Mrs. before the name

3 Handshaking is a good sign

4 Business cards in English

What you shouldn't do



- To show your emotions
- to speak in a raised voice
- To ask more than one question
- To accept that you haven't planned your work
- To speak loud in the street in Russian
- To give bribes to someone
- To demonstrate that you are rich or better than others
- To visit someone without any warning